

GREEK WEEK!

Every year for Orthodox Easter we do a big celebration of all things Greek, and it might just be my favourite ad that we do all year. Grecian cuisine is celebrated the world over for its elegant simplicity, for being relatively healthy, and for its vibrant, fresh flavours. It's also the unofficial start of BBQ season as we look forward to the longer, warmer days ahead.

Another hallmark of the spring season is upon us as it's Masters Weekend. My family is huge into golf, especially my little bro, an aspiring pro pursuing a career in the golf world, whether it be on the tour or as Tiger's chauffeur. My parents will watch just about any golf tournament and are familiar with the games of even the most obscure golfers. Myself, I think golf is a great game to play but watching it is about as riveting as a trip to Service Ontario. The one exception is the Masters – just the history of it all, the traditions, how breathtaking Augusta looks, the velvet tones of Jim Nantz's commentary, and the inevitable intrigue on Sunday afternoon. We've peeped in a few of the favourites from the Masters in with all the Hellenic excitement we've got going on this weekend.

THOMAS' PRODUCE REPORT

Lettuce loves consistent, temperate climates. Too cold and it won't grow, too warm and it 'bolts', growing too fast, not getting crisp and tasting bitter. Other than the few early summer weeks and early fall when we are blessed with local lettuce, the majority of our lettuce comes from the States. In the winter it's grown in Arizona, but come springtime it comes from the Salinas Valley, just south of San Francisco, where the weather is cooled by the Pacific currents. We just started this week and you should see a bump in the quality of lettuce on our shelves until the local season kicks off in early June.

VILLAGE CREAMERY

What I love about the Masters is that it's not strictly about the golf. It's about the beauty of the course, the innumerable traditions like the Champion's dinner, the manual scoreboards, all the old timers who still come and play, the Green Jacket, the always awkward Butler Cabin ceremony, and all the amazing and affordable foods they serve. One of the signature items is their Peach Ice Cream Sandwiches, which our very own Ed has recreated this week. We buy a load of Red Haven peaches in August from my favourite farmer, Rick, and freeze them so we can savour the flavour of my favourite local fruit year-round in the form of this ice cream. We sandwich it between two homemade sugar cookies to make this amazing treat, but we're going to be featuring our Peach Ice Cream by the tub, as well.

PEACH ICE CREAM SANDWICH
FEATURED AT \$5.99 EACH
PEACH ICE CREAM
REG. \$14.99/L, \$2 OFF

Another transition we have going on is that we are at the end of the season for the spectacular **Peruvian Grapes**, we've got one last shipment before we start with the Chilean crop next week. We've already switched over on Red Grapes and have beautiful **Muscat Grapes**, but this is your last chance to get those ridiculous **Green Grapes** that we've been spoiled with since Christmas. Also, I don't usually carry **Cotton Candy Grapes**, but these are outstanding, so I brought some in this week. All the berries are top notch. **Sweetest Batch Blueberries** are outstanding and both the **Raspberries** and **Strawberries** are succulent. Also, we've got a fresh shipment of **Wild Morel Mushrooms** this week! We sold out super quick last time, so we've really loaded up and they are absolutely stunning! We also have **Wild Chestnut Royale Mushrooms** and the first **Fiddleheads** of the season are due in.

CHICKEN SOUVLAKI

Hopefully the weather is warm enough this weekend that you can dust off your BBQ and fire it up for your inaugural spring cookout, and we couldn't think of a better way to kick it off than with our succulent Chicken Souvlaki. We marinate chicken breasts in oil with pepper, oregano, garlic and rosemary and then skewer it up. We don't add salt to these so be sure to give them a generous sprinkle of salt before slapping them on the grill and then hitting them with a squeeze of lemon right before you serve them. And it is absolutely imperative that you serve these with the Better than Yiayia's Tzatziki, which we have on sale. Opa! Reg. \$17.99/lb

Featured at: **25% OFF**

OUR OWN PEAMEAL BACON

When I think of Peameal Bacon, the first thing that comes to mind is Saturday mornings at our summer BBQ. Something about the sweet, slightly savoury smell of cured pork wafting off the grill, and that satisfying sizzle just rouses me in a way no cup of coffee can. While our BBQ is a few weeks away, you can scratch that itch for peameal as we've got it on sale this weekend. What makes ours so special is that: 1) we use only centre cuts of our pork loins to make it, 2) we cure it fairly lightly so it's not very salty, and 3) we don't 'extend' the meat in a tumbler, which means you won't get a water residue when you're cooking it. We'll have it available by the piece. You can either slice it up and grill or fry it, or cook the piece as a roast, scoring the top and slow-roasting it, finishing it with a glaze of maple syrup when it has fifteen minutes left to cook. Reg. \$7.99/lb

Featured at: **1/3 OFF**

RITA'S PAPU'S LAMB SAUSAGES

We were seriously debating cancelling Greek week this year as our beloved Cashphrodite, Rita Goughopoloulos, is on the IR for the next few weeks and it just doesn't feel right having souvlaki and tzatziki and baklava goodness without dear ol' Spanako-Rita there to captain the ship. While she won't be at the front end to cash you out, you can still enjoy her Papu's famous Loukaniko, the traditional Greek sausage. She gave me his old recipe, passed down for generations long before the Goughopoloulos left the island of Corfu and settled on the Danforth. These are a delicious blend of lamb and pork that we season with sauteed leeks, garlic, orange zest, fennel, coriander, oregano and a robust red wine. So be sure to grab some of these mind-blowingly delicious sausages and remember to thank her when she's back in a few short weeks.

Featured at: **\$9.99/LB**

ARCTIC CHAR

It's been quite a while since we've had Char on sale, I figured we were overdue to feature it. I love Char because it essentially combines everything we love about trout and everything we love about salmon. It's mild and buttery, and its finer flakes and slightly higher fat content make it succulent and forgiving to cook. I also love that it's the perfect shareable portion for two people. Reg. \$24.99/lb

Featured at: **20% OFF**

WHAT'S NEW IN AISLE FOUR

Better than Yiayia's Dips – The best part about going out for Greek is ruining your appetite with pita and dips before your main comes. I consider myself to be somewhat of a dip connoisseur, and nobody does dips quite like the Greeks do. We bring these dips in from a small, family-run business. Their tzatziki is the best I've ever eaten, as they make the yogurt themselves, and it has just the right amount of garlic, fresh dill and lemon. Do not buy the chicken souvlaki or potatoes on sale without picking one of these up. They also have a killer Lemony Hummus, and my personal favourite, their Spicy Feta Dip (aka Tirokafteri). I absolutely love this stuff, creamy with just the right amount of heat, at least once a week I'll polish off a tub for lunch. **\$9.99/TUB**

Envy Olives – I will be the first to admit that I absolutely hate olives, but fortunately I'm in the minority, and these cured Kalamata olives from Greece are borderline addictive, probably our best-selling olive in the whole store. In Mariella's words, "they are plump, juicy, perfectly seasoned and best enjoyed by the fistful." Not overly salty like most Kalamatas, these are quite mellow and are a staple at my parents' house, as they are Cathy's favourite. **\$8.99/JAR**

PIZZA PIZZAZZ!!!

This week's Take & Bake Pizza is our **Smoked Salmon Pizza with Capers, Red Onion, and Dill**. We use our Homemade Alfredo Sauce for the base and load it up with mozza, flakes of our famous homemade smoked salmon, capers for a briny pop, shaved red onion, and a flurry of fresh dill and chives.

Featured at: **\$17.99**

WHAT'S FOR LUNCH?

The most famous sandwich at the Masters is the Pimento Cheese sandwich. I tried to make it last year and I like the pimento-cheese combo as a dip, but as a sandwich I found it questionable. The other sandwich they're known for at Augusta is their Egg Salad Sandwiches, and that is something I absolutely love and I don't know of anywhere that makes egg salad quite as well as we do at the Village Grocer. So this week we are making Egg Salad Sandwiches on Japanese Bread at our Café. Perfect to enjoy while watching the golf.

Featured at: **\$7.99 EACH**

Our Friday Lunch is one of my favourite treats to make, our Maryland-style Crab Cakes. These things are crab-forward, the only filler is a tiny bit of diced celery for crunch, lots of herbs and lemon zest, and just enough binder to stick together. They get nice and crisp and taste unbelievably fresh. Served with remoulade sauce and a side green salad with our Honey, Lime & Cilantro Dressing.

Combo for: **\$19.99**

For Sunday Brunch we will have your choice of either a Chicken Pot Pie or a Spanakópita Quiche with a Greek Salad.

Featured at: **\$9.99**

- Monday, April 13
Smoked Pulled Pork Grilled Cheese w/ Cathy's Slaw
- Tuesday, April 14
Short Rib Pastrami Reuben w/ Roasted Potato Salad
- Wednesday, April 15
Croque Monsieur w/ Tomato & Cucumber Salad
- Thursday, April 16
Chicken Souvlaki w/ Lemon-Dill Rice & Greek Salad
- Friday, April 17
Fried Chicken Sandwich w/ Cathy's Slaw

WHAT'S COOKING IN CHEF KULAMP'S KITCHEN

Greek Chicken, Tomato & Rice Soup – Kind of a Greek take on a chicken noodle soup, we swap out noodles for rice in a lemony, tomato-y, chicken-y broth. Very tasty, fresh flavours! **\$8.99 EACH**

Greek Orzo Salad – A light and refreshing pasta salad we make by tossing orzo with grape tomatoes, cucumbers, red onion, dill and cubes of tangy feta in a lemony vinaigrette. **25% OFF**
 Reg. \$2.49/100g

Spaghetti alla Greco – Our pasta of the week will be a vegetarian spaghetti dish with all our favourite Greek flavours. Oven-roasted cherry tomatoes, Kalamata olives, wilted spinach, onion and garlic, tossed in EVOO and crumbled feta. **\$14.99/PKG**

Greek Stuffed Peppers – I love stuffed peppers but they are definitely a pain in the butt to make at home. We just started local pepper season and I thought these would be perfect, we bake them until slightly tender and fill them with a mix of ground beef and rice blended with onions, garlic, peppers and cheese, and then topped with tomato sauce and more cheese. For reheating, I recommend covering in foil and baking at 350°F for 20 minutes or so, until warmed through. **2 FOR \$14.99**

Pan-Seared Branzino w/ Asparagus & Lemon-Dill Rice – Perhaps the most famous fish from the Mediterranean. Delicate, sweet and mild, it tastes amazing but it can be on the bony side. This week we are preparing a pair of filets in a lemon and caper sauce over a bed of our lemon & dill rice with a side of asparagus. **\$17.99 EACH**

Spanakopita Quiche – Spinach and leeks sauteed with garlic and whipped up with feta, a spanakopita is a thing of beauty, and this week we're taking all the flavours of the famous Greek pastry and putting it in the form of a quiche. **\$17.99 EACH**

Our Greek Dressing – AKA Rita's moisturizer. After our Caesar Dressing, this is the next bestseller and with good reason, it's wildly delish! **\$7.99/BOTTLE**

WHAT'S IN BLOOM!

Easter never feels quite as Easter-y without our walkway being festooned with delicate blossoms of **Spring Pansies**, but we wanted to hold off until the weather was on the right side of zero for the foreseeable future. We've got our first shipment in this Thursday and their bright little faces, purple, yellow, orange and black, will greet you as you walk into the store.

We've also got something I look forward to every spring, our spectacular **Ranunculus Window Boxes**. Bright, bold and whimsical in nature, I've always thought these arrangements look like something out of a Van Gogh painting.

SWEETEST BATCH BLACKBERRIES

These were wildly popular last time we had them on sale, lots of return customers who were dismayed that they had to suffer through Easter without them. We've got a fresh shipment in and have kept the same price.

Featured at: **2 FOR \$6.99**

RIVAS AVOCADOS

The absolute best avocados you can buy. These are uniformly creamy, devoid of fibre and ripen evenly, not riddled with blackish grey spots like your regular supermarket 'cados.

BUY ONE, GET ONE \$3.99

JUMBO CAULIFLOWER

Gigantic, pristinely pearly white heads of cauli at a bargain price.

Featured at: **2 FOR \$6.99**

GREEK LEMON POTATOES

These are peeled Yukon potatoes that we dress up with lemon, garlic, rosemary, thyme and pepper, they just have to be seasoned with salt and roasted for about an hour at 350°F. They get nice and fluffy on the inside and crisp on the outside, and they're the perfect side dish for just about anything.

Reg. \$3.99/lb
 Featured at: **1/3 OFF**

WHAT'S BAKING?

Baklava Mille Feuille – I thought a little riff on baklava would be perfect for the weekend. We bake off two sheets of puff pastry and then sandwich a layer of honey and pistachio custard with crushed pistachios and whipped cream in between. **2 FOR \$8.99**

Pistachio & Mascarpone Honey Cakes – I was a little stumped as to what I should feature as a cake for Greek week, then Mauro told me about this amazing cake he had been served in a Greek bakery on the islands back from his days as a flight attendant. If you want a really entertaining story, ask him about his layover in Mykonos! We bake off a wonderfully moist honey cake and sandwich it with whipped mascarpone, a layer of pistachio puree and finish with a drizzle of Cretian honey and chopped pistachios. **\$14.99 EACH**

Mixed Berry Pavlovas – As we head into spring, all the berries are at their pinnacle of deliciousness, so it seemed like a great weekend to make what is maybe our most stunning dessert, these crunchy meringue morsels of excellence. We pipe these full of lemon pastry cream and top with a cornucopia of fresh berries. **\$6.99 EACH**

Lemon Lingonberry Muffins – These are a top three muffin that we make, IMO. The lemon batter uses fresh juice and zest for a vibrant, citrusy flavour and then we throw in a handful of Quebec lingonberries which taste like fruitier cranberries. Great combination, nice and moist muffin. **4 FOR \$9.99**

Milk Chocolate-Covered Shortbread – We brought over a small batch of this new creation last week and these absolutely flew out of here. When we started making our Chocolate Maple Bark, we went out and got a chocolate tempering machine and it worked like an absolute charm. We started to think of what else we could do with this amazing chocolate-fountain machine, Mariella even tried to rent it out for any Bar Mitzvahs in the area, but then we thought of enrobing our buttery shortbread in Belgian milk chocolate might be a better option. I think these are destined to become a new signature item. **\$12.99/BOX**

The Masters White Chocolate Pecan Cookie – A cookie reserved for the privileged few who get to visit Augusta National, these cookies are apparently unbelievably delicious. We're making our own version which you can enjoy from the comfort of your couch. A buttery white chocolate chip cookie studded with crunchy pecans. **2 FOR \$5.99**

CHEESE PLEASE!!!

Barrel-Aged Feta – It's hard not to love feta. Whether you're whipping it into creamy dips, baking into pastas or crumbling over salads, it just adds a salty, tangy kick that's always welcome on my plate. Domestic feta is usually made with cow's milk and is one-dimensional, it's just salty cheese for crumbling. This PDO (Protected Designation of Origin) Greek Feta is a whole different story. It's produced in Argitheia, in the mountains of northern Greece, with a blend of goat and sheep's milk, and it's aged in oak barrels for two months. It's not as aggressively briny as its domestic counterpart, much creamier with a stronger tang, and it takes on all this complexity and an almost smoky flavour from that time spent in oak. Use in all the same applications as Canadian feta, just expect it to taste a whole lot better.

Featured at: **\$7.99/100G**

SPECIALS IN EFFECT FROM THURSDAY TO CLOSE, SUNDAY APRIL 12

Store Hours: Monday - Friday: 8:00 am - 7:00 pm
Saturday & Sunday 9:00 am - 6:00 pm



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